

using said identifier to obtain information from a database, said information relating to the music; and

presenting at least textual information to a user about the ambient music, said presented information being based at least in part on information obtained from the database.

62. The method of claim 61 in which the textual information presented to the user specifies the artist and title of the ambient music.

63. The method of claim 61 in which the textual information provides the user an opportunity to have the music, or data related thereto, electronically sent to a destination device.

64. The method of claim 63 that further includes the act of electronically sending the music, or data related thereto, to said destination device.

65. The method of claim 63 in which the destination device is distinct from the cell phone.

66. The method of claim 61 in which the textual information identifies packaged media on which the music is available.

67. The method of claim 61 in which the cell phone includes a display, and the textual information is presented to the user on said display.

68. The method of claim 61, triggered by a user action including pressing a button on the cell phone.

69. The method of claim 61, triggered by a voice command of the user, acted upon by a voice recognition feature of the cell phone.

70. The method of claim 61 in which the device is portable, sized to carry in a user's pocket.

71. The method of claim 61 that includes:
transmitting data from the cell phone to a remote computer, said data including user/device data relating to at least one of the following: user name, audio delivery information, user age, user gender, model of cell phone, device UID, or user UID;
wherein the text presented to the user is dependent, at least in part, on said transmitted user/device data.

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72. The method of claim 61 in which the cell phone has a store-and-forward capability, wherein ambient music can be stored and later identified if wireless service is not available at the time when the ambient music is received by the microphone.

73. The method of claim 61 that includes providing to the user one or more internet links determined - by reference to the identifier - to correspond to the ambient audio.

74. The method of claim 61 that further includes the act of processing the transferred electronic signals to generate the identifier.

75. The method of claim 41 in which said processing is performed in the cell phone.

76. The method of claim 41 in which the processing comprises decoding a watermark from the transferred electronic signals.
